GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

GA(I&PR) Department – Continuation of the (58) posts on Outsourcing basis and (27) posts on Contract basis for attending the essential activities of A.P. Digital Corporation Ltd., Tadepalli, Vijayawada with the existing terms and conditions for a further period of (1) one year w.e.f. 01.10.2024 - Orders - Issued.

GENERAL ADMINISTRATION (I&PR) DEPARTMENT

G.O.RT.No. 230 Dated: 31-01-2025

Read the following

1. G.O.Ms.No.2029, GA (I&PR) Dept., dated 13.09.2019.
2. G.O.Ms.No.19, I&I(Airports)Department, dt.31.03.2020.
3. G.O.Rt.No.738, G.A.(I&PR)Department, dt.28.04.2020.
4. G.O.Rt.No.791, G.A.(I&PR)Dept., dt.05.05.2020.
5. G.O.Rt.No.62, I&I (Airports) Dept., dt. 08.11.2021.
6. G.O.Rt.No.54, I&I (Airports) Dept.,dt.13.09.2022.
7. G.O.Rt.No.40, I&I (Airports) Dept.,dt.28.06.2023.
8. G.O.Rt.No.44, I&I(Airports) Dept., dated 19.07.2023.
9. G.O.Ms.No.12, I&I(Airports)Dept., dated 02.08.2023.
10. G.O.Ms.No.77, GA (Cabinet.II) Department, dated:23.08.2024.
11. e-file Computer No.2563506, from the Managing Director Andhra Pradesh Digital Corporation Ltd., Tadepalli, Vijayawada.

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ORDER:

In the G.O. 2nd read above, Government have established A.P. Digital Corporation (APDC), Ltd., to have the strategic and dedicated focus on leveraging Digital Media and establishing direct connect with the people and to align the vision of the Government to drive A.P. Digital Mission.

2. In the G.O. 1st & 3rd read above, Government have sanctioned (113) posts including Special Officer Social Media, Content Developers and Social Media Analysts for a period of eight (08) months w.e.f. 01.08.2019 on outsourcing basis and also sanctioned (25) Digital Campaigners for a period of one year w.e.f. 18.02.2020, on outsourcing basis for effective implementation of Social & Digital Media platforms.

3. In the G.O.4th read above, Government have issued orders shifting the Social and Digital Media Wing from the Information & Public Relations Department to A.P., Digital Corporation Limited (APDC) along with individuals and professionals/ functionaries like Chief Digital Directors, Digital Campaigners (25) and Social Media functionaries (113) working on outsourcing basis. Accordingly, all the above staff members were shifted to the A.P., Digital Corporation Limited (APDC), as it is and where it is condition as per Government orders and the pay and allowances of the above staff members have been met from the Government Grant sanctioned to the A.P., Digital Corporation Limited (APDCL).

4. In the G.O. 5th read above, Government have issued orders for continuation of the sanctioned posts in G.O.Rt.No.2029, G.A. (I&PR)Department, dt.13.09.2019 for a further period of two(02) w.e.f.01.04.2020 and continuation of the sanctioned posts in G.O.Rt.No.738, G.A.(I&PR)Department, dt.28.04.2020 for a further period of two (02) w.e.f.18.02.2021 subject to review of their performance to take up IES activities through Social Digital Media platforms to promote flagship programmes of the Government to reach the needy people.

5. In the G.O. 6th read above, Government have continued the posts sanctioned in G.O.Rt.No.2029, G.A.(I&PR)Department, dt.13.09.2019 for a further period of one(01) w.e.f.01.04.2022. Again, vide G.O. 7th read above Government have continued the above Social Media functionaries (Spl. Officer, Content Developer, Social Media Analysts & Digital Campaigners for another period of one (01) year w.e.f.01.04.2023 & 18.02.2023 respectively.

6. In the G.O. 8th & 9th read above, Government have sanctioned thirty five (35) posts of different categories of posts to A.P. Digital Corporation on contact basis for a period of one year to meet the technical needs of the Corporation and to monitor, manage the Social Media activities taken up by APDC and in order to assist the Chief Digital Directors Government have sanctioned three(03) Digital Director posts for a period of one year on contract basis and sanctioned three (03) Digital Director posts on contract basis for a period of year upto 01.08.2024.

7. In the G.O. 10th read above, Government have transferred the subject of A.P. Digital Corporation from Infrastructure & Investment Department to G.A. (I&PR) Department.

8. The Managing Director, A.P. Digital Corporation Ltd., has requested the Government for extension of (58) posts on Out sourcing basis and (27) posts on Contract basis for attending the essential activities of A.P. Digital Corporation Ltd.

9. Government after careful examination hereby approve the proposal of the Managing Director, A.P. Digital Corporation, for continuation of (58) posts on Outsourcing basis and (27) posts on Contract basis for attending the essential activities of A.P. Digital Corporation Ltd., with the existing terms and conditions for a further period of (1) one year w.e.f.01.10.2024 as detailed hereunder;

S.No.	Name of the Post	Method of Appointment	No. of Posts	Remuneration per month in Rs.
1	Special Officer, Social Media	Outsourcing	1	1,20,000
2	Content Developers	Outsourcing	12	75,000
3	Social Media Analysts	Outsourcing	30	30,000
4	Digital Campaigners	Outsourcing	15	25,000
	Total Outsourcing Posts		**58**	
5	Creative Consultant	Contract	2	1,00,000
6	Campaign Consultant	Contract	2	75,000
7	Security Consultant	Contract	2	60,000
8	Creative Content Creator, (Art Unit)	Contract	5	50,000
9	Technical Consultant (data Unit)	Contract	2	75,000
10	Social Media Manager	Contract	3	40,000
11	Chief General Manager (CGM) –HR	Contract	1	80,000
12	CGM – Legal	Contract	1	80,000
13	CGM – Technical	Contract	1	80,000
14	CGM – Content Creation	Contract	1	80,000
15	CGM – Distribution	Contract	1	80,000
16	CGM – Operations	Contract	1	80,000
17	Manager HR	Contract	1	60,000
18	Manager Operations	Contract	1	60,000
19	Digital Directors	Contract	3	1,75,000
	Total Contract Posts		**27**	

10. The qualification for the post mentioned at Sl.No (12) i.e. Chief General Manger (CGM) (Legal), should have any graduation along with compulsory Degree in Law. The qualification for the post mentioned at Sl.No (11) i.e Chief General Manager (CGM)

(HR) & Sl.No.(17) i.e. Manager (HR) should have any graduation along with compulsory Degree in Human Resources(HR). The preference shall be given or make compulsory, to those who have worked in Social /Digital Media organization.

11. The Managing Director, Andhra Pradesh Digital Corporation Ltd., Tadepalli, Vijayawada shall take further necessary action accordingly.

12. This order issues with the concurrence of the Finance (HR.II) Department, vide their U.O.No.FIN01-HR0PDPP(RAPT)/21/2024-HR- II, Dt.30.09.2024 (Computer No.2573013).

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

MUKESH KUMAR MEENA
PRINCIPAL SECRETARY TO GOVERNMENT (POLITICAL)

To
The Managing Director, Andhra Pradesh Digital Corporation Ltd.,
Copy to:
The PS to Prl. Secretary to Govt.(Political).
The PS to Secretary to Government, Finance Department.
The Finance (FMU_GAD.II) Department.
The Director of Treasuries and Accounts, Andhra Pradesh, Vijayawada.
The Pay and Accounts Officer, Andhra Pradesh, Vijayawada.
SF/SC (2568162)

//FORWARDED::BY ORDER//

SECTION OFFICER